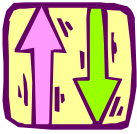


APPENDIX D -- MARKET PACKAGES

*The National ITS Architecture uses the term “Market Package” to represent an ITS improvement strategy or set of strategies that can be deployed as a unit to address a transportation or air quality objective or problem. The Market Package terminology is considered to be synonymous with improvement strategies. This appendix provides a complete listing of the Market Packages as found in the National ITS Architecture -- Implementation Strategy. For detailed descriptions/definitions of each Market Package, please use the National ITS Architecture CD-ROM. As stated in the Integrating ITS in the Planning Process handbook, “it is important to note that **the listing of Market Packages is neither comprehensive nor prescriptive.**” This listing should be used as a starting point. Other ITS Market Packages may be defined in response to specific problems, may be generated as part of the development of the ITS industry in the coming years.*

The Market Packages address the specific service requirements of traffic managers, transit operators, travelers, and other ITS stakeholders. The Market Packages have been organized into seven (7) major application areas.

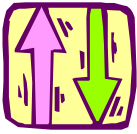
1. Traffic Management (ATMS)
2. Transit Management (APTS)
3. Traveler Information (ATIS)
4. Advanced Vehicle Safety Systems (AVSS)
5. Commercial Vehicle Operations CVO)
6. Emergency Management (EM)
7. ITS Planning (ITS)



Market Packages are also structured to segregate services that are likely to encounter technical or non-technical challenges from lower risk services. This approach identifies a subset of the Market Packages that are likely early deployments. At the other end of the spectrum, several of the Market Packages represent advanced products or services that will not be available for some time. Many of the Market Packages are also incremental so that more advanced packages can be efficiently implemented by building on common elements that were deployed earlier with more basic packages. The Market Packages were defined with enough granularity to support specific benefits analysis and clear ties to transportation problems. Some of the User Services are too broadly defined to allow this sort of evaluation.

It is important to note that the Market Packages are illustrative rather than prescriptive. The actual implementation variations that are possible across the country are myriad and cannot be enumerated through a finite set of packages. The Market Packages are tools that allow this Implementation Strategy to discuss incremental deployment of ITS services in a manner that is relevant to the underlying architecture definition. In order to more accurately specify Market Packages in tables, each is given an abbreviation indicating the general class of stakeholder and an index (e.g., ATMS01 is a Market Package primarily of interest to transportation managers).

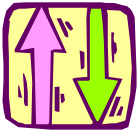
Code	Market Package Name
Traffic Management	
ATMS01	Network Surveillance
ATMS02	Probe Surveillance
ATMS03	Surface Street Control
ATMS04	Freeway Control
ATMS05	HOV Lane Management
ATMS06	Traffic Information Dissemination
ATMS07	Regional Traffic Control
ATMS08	Incident Management System
ATMS09	Traffic Prediction and Demand Management
ATMS10	Electronic Toll Collection
ATMS11	Emissions Monitoring and Management
ATMS12	Virtual TMC and Smart Probe Data



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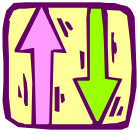
Code	Market Package Name
ATMS13	Standard Railroad Grade Crossing
ATMS14	Advanced Railroad Grade Crossing
ATMS15	Railroad Operations Coordination
ATMS16	Parking Facility Management
ATMS17	Reversible Lane Management
ATMS18	Road Weather Information System
Transit Management	
APTS1	Transit Vehicle Tracking
APTS2	Transit Fixed-Route Operations
APTS3	Demand Response Transit Operations
APTS4	Transit Passenger and Fare Management
APTS5	Transit Security
APTS6	Transit Maintenance
APTS7	Multi-modal Coordination
APTS8	Transit Traveler Information
Traveler Information	
ATIS1	Broadcast Traveler Information
ATIS2	Interactive Traveler Information
ATIS3	Autonomous Route Guidance
ATIS4	Dynamic Route Guidance
ATIS5	ISP Based Route Guidance
ATIS6	Integrated Transportation Management/Route Guidance
ATIS7	Yellow Pages and Reservation
ATIS8	Dynamic Ridesharing



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Code	Market Package Name
ATIS9	In Vehicle Signing
Advanced Vehicle Safety Systems	
AVSS01	Vehicle Safety Monitoring
AVSS02	Driver Safety Monitoring
AVSS03	Longitudinal Safety Warning
AVSS04	Lateral Safety Warning
AVSS05	Intersection Safety Warning
AVSS06	Pre-Crash Restraint Deployment
AVSS07	Driver Visibility Improvement
AVSS08	Advanced Vehicle Longitudinal Control
AVSS09	Advanced Vehicle Lateral Control
AVSS10	Intersection Collision Avoidance
AVSS11	Automated Highway System
Commercial Vehicle Operations	
CVO01	Fleet Administration
CVO02	Freight Administration
CVO03	Electronic Clearance
CVO04	CV Administrative Processes
CVO05	International Border Electronic Clearance
CVO06	Weigh-In-Motion
CVO07	Roadside CVO Safety
CVO08	On-board CVO Safety
CVO09	CVO Fleet Maintenance
CVO10	HAZMAT Management



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Code	Market Package Name
Emergency Management	
EM1	Emergency Response
EM2	Emergency Routing
EM3	Mayday Support
ITS Planning	
ITS1	ITS Planning